

State History Website & Social Media Summaries – March 2016 to March 2017

Users = indicate how many people visited the site. Sessions – period of time a user is actively engaged with the website (clicks, moving to pages).

I Love History	March '16	April	May	June	July	Aug	Sept	Oct	Nov	Dec 16	Jan 2017	Feb 17	Mar 17
Users	30,811	30,417	38,983	11,076	8,277	11,616	20,767	21,481	22,714	16,832	21,511	26,532	31,509
Sessions	42,804	41,661	55,533	13,941	9,125	13,545	25,383	26,265	28,607	20,607	28,827	35,827	42,441

History To Go	March '16	April	May	June	July	Aug	Sept	Oct	Nov	Dec 16	Jan 2017	Feb 17	Mar 17
Users	7,212	6,849	6,948	3,326	3,767	3,425	5,417	5,772	6,112	4,261	5,027	5,928	6,175
Sessions	8,372	7,966	7,970	5,874	4,166	3,794	6,064	6,584	7,005	4,779	5,727	6,738	6,939

Cemeteries & Burials	March '16	April	May	June	July	Aug	Sept	Oct	Nov	Dec 16	Jan 2017	Feb 17	Mar 17
Users	1,658	1,789	3,289	2,639	2,092	1,678	1,586	1,549	1,416	1,033	1,138	1,485	1,655
Sessions	2,952	2,902	4,678	3,679	3,103	2,553	2,278	2,436	2,205	1,545	1,775	2,185	2,355

History.Utah.Gov	March '16	April	May	June	July	Aug	Sept	Oct	Nov	Dec 16	Jan 2017	Feb 17	Mar 17
Users	9,284	11,092	13,508	8,060	7,635	8,212	10,233	9,673	10,802	9,350	12,991	13,351	13,402
Sessions	12,434	14,437	17,207	10,643	10,079	11,238	13,851	12,461	13,764	11,864	16,422	17,054	17,458

Social Media	March '16	April	May	June	July	Aug	Sept	Oct	Nov	Dec 16	Jan 2017	Feb 17	Mar 17
Twitter	773	797	820	842	858	878	886	906	933	971	1006	1038	1078
Facebook	1419	1480	1535	1575	1652	1705	1785	1831	1996	2441	2506	2575	2616

Comparison to Other Divisions in March	
Arts & Museums	4,175
Indian Affairs	485
State Libraries	4,316
Multicultural Affairs	230
Volunteerism	2,234
State History	17,458

Age Demographic of Visitors to History.Utah.Gov						
Percentages	16%	18%	21%	15%	16%	14%
Ages	18-24	25-34	35-44	45-54	55-64	65+